To: Keith, Tom
From: Kelly
Re: New Subs 1990 by Qtr document
Date: Sept. 27, 1991

Comments, for the record.

Looks good and is the start at some kind of standard evaluation.

I tried looking at new subs by source, source organized differently.

Source	Bind-In	Blow-In	Sub-t	Gift	Total	% of 5929
News Cc	818	1057	1875	214	2089	35.2
Subsc CC	651	325	976	300	1276	21.5
Xmas 90	- -	- -	- -	799	799	13.5
White Mail	- -	- -	435	182	617	10.4
Reg Renwl	--	-	--	210	210	3.5
Total	1469	1382	3286	1705	4991	84.2%

Ten biggest sources, by rank:

		No.	%
1	Newsstand blow-ins	1057	17.8
2	Xmas 90	799	13.5
3	Subsc bind-ins	651	11.0
4	AD bind-ins	446	7.5
5	White mail	435	7.3
6	Warner bind-ins	372	6.3
7	Subsc blow-ins	325	5.5
8	Gift-subsc bind-ins	300	5.1
9	Gift-reg renwl effrt	210	3.5
10	Phone/walk-in	167	2.8
Total		4762	80.3

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General questions

Based on the first table above, since Newsstand is the biggest source, should we work to distinguish between Warner and AD, so that we can have better info for developing programs with ADs or even Warner? Right now the detail between the two is lost, and it's our biggest source.

Would breaking out net numbers (post bad pays) be more useful?

Seems subsc copies are better for bind-ins than blow-ins; and newsstand copies are better for blow-ins than bind-ins. Is there common wisdom as to why? Or, put another way, is there a meaning to distinguishing between blow and bind-ins?

Questions re newsstand conversions:
•In 1990, when was newsstand conversion pitch in back of WER?--Answer: none.

•When did subscription price drop below newsstand price?--Fall 1990, which hit mailboxes in 2nd half August.

Phone/walk-in total , incl gifts, is 194, which is only 0.8 per biz day. If we hit up everyone who called (in certain categories), couldn't we easily get that up to 2 per day, or 500 per year?

Category "In reg renewal efforts" -- Would it be easy to increase the yield from 210 (with only 1% bad pay) per year, since we're sending out so much mail anyway?

I notice that blow-ins 2nd Qtr. were biggest of the year in newsstand copies and smallest of the year in newsstand copies--so what?

Also, bind-ins doubled from the 1st Qtr to the last for both Warner and AD, while subsc it increase only 17%. I wonder how newsstand sales went.

That is all for now. How about your comments?